

## CLAIMS

What is claimed is:

- 5           1. A method of providing targeted media content in a distributed network, the distributed network having a client device and a server device, the method comprising:
- storing a user profile having one or more user profile tags corresponding to user classifications;
- receiving a plurality of tagged content items, each having a targeting tag;
- 10           evaluating the plurality of tagged content items in view of the user profile;
- and
- presenting one of the plurality of tagged content items based on the evaluation.
- 15           2. The method of claim 1 wherein storing further comprises defining a user profile based on usage.
3. The method of claim 1 wherein storing further comprises defining a user profile based on manual input.
- 20           4. The method of claim 1 wherein the method is performed by a television set-top-box and wherein the distribution network is a television broadcast network.
5. The method of claim 1 wherein the method is performed by a computer device
- 25           and wherein the distribution network is the Internet.
6. The method of claim 1 wherein the receiving act further comprises storing the tagged content.

7. The method of claim 6 wherein storing the tagged content comprises arranging the content in an organized manner.

5 8. The method of claim 1 wherein each of the targeting tags comprises a plurality of tag identifiers, the tag identifiers corresponding to user tag identifiers in the user profile tags, and wherein the evaluating act compares corresponding tag identifiers and user tag identifiers to determine a score for the associated tag information.

10 9. The method of claim 1 further comprising:  
recognizing a content insertion event; and  
presenting one or more content items in response to recognizing the content insertion event.

15 10. The method of claim 9 wherein the recognizing act comprises:  
receiving an internal content insertion event.

11. The method of claim 9 wherein the recognizing act comprises:  
receiving an external content insertion event.

20 12. The method of claim 10 wherein the internal content insertion event is a user initiated menu selection for content.

25 13. The method of claim 11 wherein the external content insertion event is an advertising insertion event.

14. A client device for providing target content comprising:  
a user profile having one or more user profile tags associated with user preferences;

a tagged content memory storing a plurality of content items, each having and associated tag associated with a classes of targeted users; and

a filtering module operable to filter out a content item whose associated tag is not sufficiently similar to any of the one or more user profile tags; and

5 a user input/output module operable to present content to a user of the client device and further operable to detect a content selection from the user;

15. The method of claim 14 further comprising:

10 a profile generator module in operable communication with the user input/output module and the user profile, operable to update the user profile based on the content selection from the user.

16. The method of claim 15 further comprising:

15 a content insertion engine in operable communication with the user input/output module and the filtering module, operable to detect a user initiated insertion event and request from the filtering module an appropriate content item based on the user selection and the user profile.

17. The method of claim 16 further comprising:

20 a receiving module operable to receive tagged content from a communication network;

a storage module in operable communication with the receiving module and the filtering module, operable to store the received tagged content and provide the tagged content to the filtering module.

18. A media content distribution network comprising:  
a server device providing tagged media content; and  
a client device in operable communication with the server device, operable  
to receive all tagged media content and select the tagged media content that most  
closely matches a user profile.

19. The media content distribution network of claim 18 wherein the client  
device comprises:

a receiving module operable to receive the tagged media content;  
a storage module in operable communication with the receiving module,  
operable to store the received media content

20. The media content distribution network of claim 19 wherein the client  
device further comprises:

a filtering module in operable communication with the storage module and  
the user profile, operable to correlate tags in the storage module with tags in the  
user profile; and

a user input/output module in operable communication with the filtering  
module, operable to receive a presentation request from the filtering module to  
present content associated with a tag.

21. In a network environment having server device and a client device, a computer program product readable by a computer and having stored thereon a data structure, comprising:

a data stream having content that may be presented to a user; and

5 a tag associated with the data stream, the tag comprising information related to the predetermined user classifications.

22. A data structure as defined in claim 21 further comprising a plurality of data stream and a plurality of associated tags, wherein at least one tag comprises different user classification information from one of the other tags.

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